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PURCHASE INTENTION TOWARDS COUNTERFEIT PRODUCT**MUHAMMAD RIZWAN****LECTURER****DEPARTMENT OF MANAGEMENT SCIENCES
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BAHAWALPUR****ABSTRACT**

Despite of several anti counterfeiting strategies, the product counterfeiting is increasing. The process of product counterfeiting damage the original brands so it is important to understand the factors influencing the consumer's attention towards counterfeit purchasing so that these factors may be forbidden. The purpose of this study is to understand the relationship between these factors so that the rights of original branded producers may be protected. To collect the data for understanding the situation, a sample of 150 respondents asked to participate in self-administrated questionnaires. The population for the current research is counterfeit users in Pakistan. Regression analysis technique was adopted to explore results. The results of the study revealed the past experience, product knowledge, previous experience and risk affects the purchase intention of counterfeit products. While price does not show any participating for the purchase intention of such items. Finally the study recommends to stop counterfeit purchasing, those polices should be consider important that increase consumer's self perception for original brands. So the real branded producers may attain safe corner for their investments and production.

KEYWORDS

Price, Past experience, Product knowledge, Risk, Social influence.

1. INTRODUCTION

There is tendency that illegality has more attractiveness so that people make it legal by making their own arguments. The most trivial and increasing problem of the world are counterfeiting. This is disturbing all urbanized and low growth countries. Counterfeiting contains to having a brand name that is matching form the trademark registered by someone else (Kapferer, 1995; Grossman and Shapiro 1988). The society argues that counterfeiting is a victimless offense and just buying a cheap alternative. Counterfeiting is a deep rooted business on the globe, containing hundreds of billions dollars of cost each period. The economy is affected by product counterfeiting in a couple of ways including customer believe that they are involve in purchasing original brand, manufacturers who believes that there investment is in quality products and the retailers who supposed that they are providing safe and consisting branded products. In the same sense counterfeiting is playing an active role with its different names as knock-off, bogus brands, copycat, copy, imitated products. There is little bit difference in meaning but causes same troubles in the economy (Wilke and Zaichkowsky 1999). Early researches demonstrate that product counterfeiting is growing widely in contrast of this fact that customers know the moral issues related to purchasing counterfeit products. Here the reason of this study is to explore those factors which change the consumer's observations and force them to purchase these items.

The product counterfeiting business is anticipated to increase six percent of total world's operations. The economy is also damaging by such industry as well as its affects on investments and businesses. Past researches revealed that between the era of 1984 and 1994 counterfeit product markets has grown by 1100 percent regardless of its illegalness (Carty, 1994; Blatt, 1993). Different countries are involved at different level of counterfeiting. Many countries may provide little trade for such products while some countries are producing heavy quantities and tarnished for this activity. Hong Kong (China), Korea, China, Philippines and Chinese Taipei are the on the peak of world in counterfeit production. In early the counterfeiting was limited up to the luxury brands but it is also moved towards the consumer goods. Now it also contains wearing apparels and electronic media as well. In this sense counterfeiting effects worse to the industry of

real brand and also the consumers of such brand. In some situations counterfeiting may really cause damaging safety and even lead to serious mishaps. For instance a major source of plane crashes was due to counterfeit airplane parts that were recycled from downed airplanes (Maloo and Darrow 2001). In medicine industry the product counterfeiting injury for human health five percent of the whole (Wechsler 2002). In order to discourage the product counterfeiting the researchers introduced many steps and procedures in order to shelter the original brand producers. In order to act against the counterfeiting different tagging and casing methods are applied. Strict control through advertising drive, government consultations and through manufacturers can be followed (Chaudhury and Walsh 1996; Collins-Dodd and Zaichkowsky 1999). The definite sufferers of counterfeiting are final consumers. Government lose out owing taxes incur heavy amount of cost in enforcing intellectual property rights. Counterfeiting may also cause other unlawful activities including intimidation etc.

According to research, the part of five percent of total trade is now based on product counterfeiting. This increased rate may be caused by these factors:

- Upgrade in knowledge and expertise
- Growing global trade and markets
- Increased number of those branded products which are imitated including wearing apparels etc

However our concern is to study all those factors (price, past experience, product knowledge, social influence and risk) which caused intention to purchase counterfeit products. Product counterfeiting may categorized as blur counterfeiting (Bian, 2006), deceptive and non deceptive (Grossman and Shapiro, 1988a). The user may be not aware or unconfident that either he is using counterfeit brand or original in case of blur and deceptive counterfeiting. In this sense he cannot blame by the examiner for his activity. However the most concern is about the circumstances which force the user to purchase counterfeit products with his awareness to purchase such items and that is named non deceptive counterfeiting.

In product counterfeiting both producers and users argues accordingly. Consumers explains that some time the original brands are not available or those are very costly so that it is difficult to buy. Similarly producers argue that they sell such counterfeits because of its demand in market. Moreover they make sure the accessibility of near to original brands with cheaper prices. So that status laden people may also get such items to retain their projection in society.

Loss of brand image, loss of good will and loss of brand reputation and loyalty is also face by the genuine brand producers as well as loss in revenues due to product counterfeiting.

The main objectives of our study are to find the reasons for these:

Why counterfeiting is increasing?

Why consumers prefer such counterfeit products?

Which factors are involved to increase counterfeiting?

2. LITRATURE REVIEW

2.1. THE PURCHASE INTENTION OF COUNTERFEIT PRODUCTS

In order to allocate their resources properly, consumers bought those things and choose those alternatives which are less expensive, so that they get maximum benefit in limited income, according to the theory of consumer choice. The advantage attained by distribution of these limited income is to create intention by the consumer to purchase it. The main advantage on which the user shows particular intention in favors or against of particular brand is Price. "Purchase intention is defined as a plan to purchase any particular product, service or benefit in future. "This study focuses on Intention rather than behavior because intention has wider implications and will often have a positive impact on individual actions (Ajzen and Driver, 1992). It is a general experience that people want to maximize their status so that they can achieve better satisfaction of luxuries. That's why some times high priced luxury products may be a hurdle for them. That's the reason consumers purchase counterfeit products. A copy or fake product that is planned to be used as real and genuine in order to mislead another. Severe economic and social damage to both producers and to society due to counterfeiting. Despite of the damages caused by counterfeit products the anti-counterfeiting group study found consumer's remove the negative effects of counterfeiting. The study reveals that, about one third customers would intentionally buy counterfeit brands (Phau et al, 2001; Tom et al, 1998). It is expected that the rate of counterfeits in international market has been developed by 1100 percent and the international chamber of commerce states that counterfeits products accounts for 8 percent of total world trade (Freedman, 1999). The most observable issue inspiring consumer purchase of counterfeit products is their comparatively low price but it is normally appreciated that such products will be of inferior quality than real products. On the other hand, some research has found that people who have earlier bought counterfeit goods consider that they are as good as actual products no doubt that will support them to do their actions again. At this time we concern about purchases of counterfeit of those, non-descriptive consumer who purchases those brands which internationally and knowingly. Here those factors are discussed which are causing them to make such illegal brands. Several factor that cause to create intention to purchase of counterfeits. The primary factor may Price (Bloch et al, 1993; Albers Millers, 1999), moreover product quality useful life, knowledge, social influences and fashion influenced. Users of counterfeited products have significant uniqueness and they want to achieve the position in the society without sacrificing the major part of the money for it. Hence, buyers of luxury branded counterfeits commonly known as "snobs" but without the financial resources to afford the genuine product.

THE FACTORS AFFECTING PURCHASE INTENTION OF COUNTERFEIT PRODUCTS:

2.2. PRICE

Price is defined as "A value that will purchase a defined quantity, weight or other measures of goods or services."

Price forms the vital source of commercial transaction as the consideration given in exchange or transfers of ownership. It may be decided by the contract, left to the strong-minded by agreed upon formulate a future date or negotiated during the course of dealing between the parties involved. In Mostly situations, price is dogged the buyer is willing to pay, the seller is willing to accept and the competitors allow to charge.

Price is the main cause of advantage of counterfeit product (Bloch et al, 1996; Albers Millers, 1999). Because user have a ease to purchase status-laden product at convention very reduced price that may help greatly to egg on the illegal activity of producing these counterfeits as the demand increases and producers manufacture in gluttony to achieve profits by meeting such demand. Counterfeit brand success can recognized to the price compensation it offers over the valid products. The consumers are unwilling to spent heavy amount of money when the product life cycle is squat but more fashionable, because after a squat period of time such product will out dated in such case the purchase of counterfeits will be increases. Therefore, we can say that the purchase intention of counterfeit affected by price.

H1: Price negatively affects the purchase intention of counterfeits.

2.3. PAST EXPERIENCE

Mostly decision based on experience, cultural background and beliefs make by people. A person has experience gone through, important or not, will play a role in how a person makes a decision today, in present time. It depends upon your approach; this concept may used either in your favor or against you. Have you ever read something once and then decided to read it a few more times, because you were so compelled to take action (AJ Kumar). The experience indicates the benefits, which the consumers think the product can do for them (Keller 1993). A consumer wishes to achieve or not the benefit on the bases on experience these benefits lead to a certain end values. Previous research shows that consumers who intentionally buy the counterfeit brands had experienced that they are getting the esteem and quality of branded products for the fraction of its prices (Grossman 1988, tom 1998). Previous research shows that experience may also add fantasies and feelings in favor or against the counterfeit product. All discussion shows counterfeit buyer are dissimilar from non-buyer. Therefore, it can say that a consumer with already experienced to purchase counterfeits shows their intention in favor or against favor or counterfeit brands.

H2: Past experience influence the purchase intention of counterfeits.

2.4. PRODUCT KNOWLEDGE

Product knowledge is defined as "Knowledge of a product or service that might contain having acquired information about its purpose, function, features and use and support requirements." It may also define as "Product knowledge is information about the product's features and benefits." Consumer product knowledge has been known as an attribute that influences all phases of the decision process (Bettman, 1980). Consumers with different level of knowledge differs the perceptions of the counterfeits. Research reveals that better developed and advanced level of product knowledge have more understanding to assess

alternatives. In this way consumer considers such counterfeit brands as low graded products but if the consumer can efficiently evaluates the various counterfeit and select it against the real ones, the purchase intention will be positive. So there may be fewer chances to purchase counterfeits in case of low knowledge about product.

H3: Relationship exists between product knowledge and purchase intention of counterfeits.

2.5. SOCIAL INFLUENCE

Social influence indicates Information and Pressures from Individuals, groups and the mass media that affect how a person behaves. Social influence can be recognized as pride of consumers which develops after consuming of counterfeit products. This is because it connects between an individual's self and its desired external world through sensory and symbolic achievement. They further claims that vanity is prominently connected with the usage of luxury fashion brands. By studding the affiliation between individuals who are prone to vanity and their spending on high status products they accomplished these consumers will keep demanding such counterfeits brands including fashion products to satisfy their voracious desire and self-respect far away having concern either product is fake or original.

H4: There is direct relation between purchase intention of counterfeits and social influences.

2.6. RISK

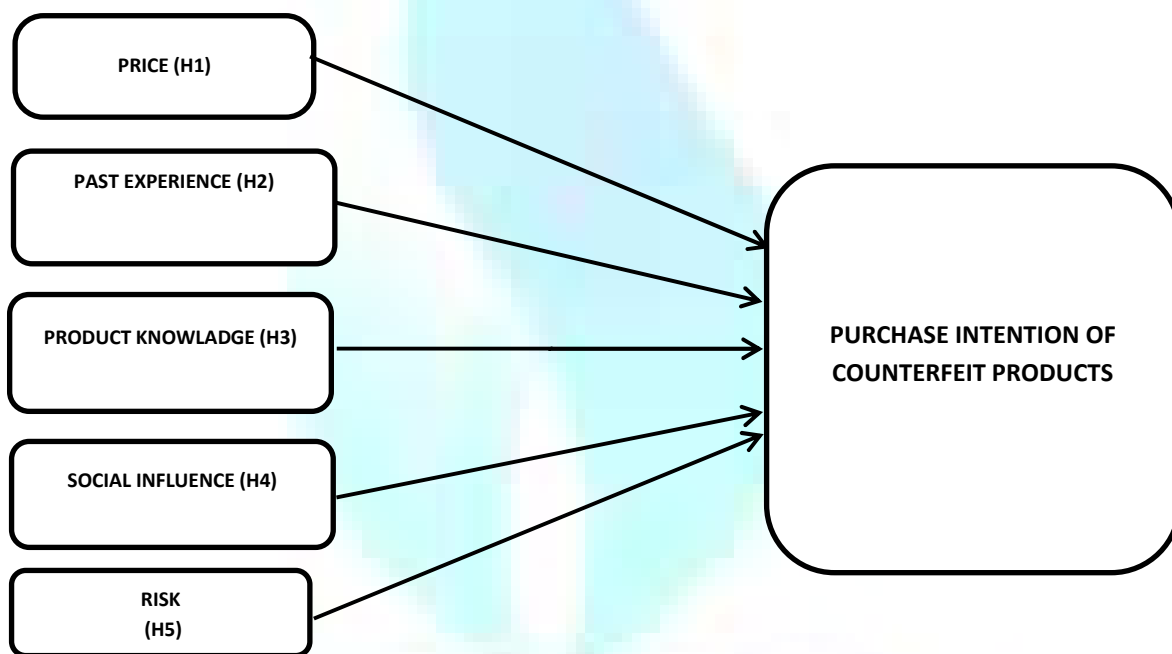
Risk is the chance that a danger will turn into a ruin. In other words risk is the possibility of ambiguity. However, risks can be reduced or managed. If we are cautious about how we treat the environment, and if we are conscious of our weaknesses and vulnerabilities to existing hazards, then we can take measures to make sure that dangers do not turn into disasters.

It is possible that a chosen action or movement (including the choice of inaction) will direct to a loss (an unwanted outcome). The concept implies that a choice having an influence on the result exists (or existed). Possible losses themselves may also be called "risks".

Risk may also greatly influence the purchase intention of counterfeits because the consumers believe that counterfeits are sold with less prices and inferior guarantees. It defines risk in term of consumer's perceptions of the hesitation and unfavorable consequences of purchasing a product and services. Risk may include many things such as performance, financial, safety, social and psychology. Risk basically biased component between consumers and non-users of counterfeit brands. The more risk indicates less intention to purchase counterfeits that shows a negative relationship.

H5: There is an inverse relation between purchase intention of counterfeits and risk.

3. PROPOSED MODEL



4. RESEARCH METHODOLOGY

The nature of current research is descriptive. Descriptive research can be explained as describing about some phenomena, any particular situation or something. Descriptive types of researchers are those researchers that describe the current situation instead of understanding and constructing findings (Creswell, 1994). The main purpose of the descriptive is authentication of the established hypotheses which reflect the existing state of affairs. This type of research provides information about the contemporary state and focus on past or present for example worth of life in a community or consumer attitude towards any sort of marketing activity (Kumar, 2005).

4.1. SAMPLE/ DATA

In order to collect the data for understanding the situation about the adoption of counterfeit products, a sample of 150 respondents will ask to participate in a self-administrated questionnaire. The population for the current research is counterfeit users in Pakistan.

Non-probability sampling techniques exploits for the current study is convenience sampling. Convenience sampling is that sampling technique that obtains and collects the significant information from the sample or the unit of the study that are conveniently available (Zukmud, 1997). Convenience sampling is normally used for collecting a large number of finalized surveys promptly and with economy (Lym et al., 2010).

It has ensured that the sample members possess two main qualifications to participate in the self-administrated survey. First, the sample member should be using counterfeit products and having enough knowledge about counterfeit. Second, they never purchase any item over the counterfeit products because in the case of experience regarding counterfeit purchasing, it definitely influences the attitude and behavior of the respondent.

These sample members are selected from different metropolitan cities of Pakistan. University students and working professionals are two main clusters that will target to collect the sample data. The selection of the university students and working professionals are based on the prior outcomes of the studies about the counterfeit products.

4.2. INSTRUMENTS AND MEASUREMENTS

The questionnaire is used to address two different purposes. First is to analyze the effect of different variables on purchase intention of counterfeit product. Second is to understand the different categories of the respondents. There were two sections in survey instrument. Introductory section included gender, age,

education, income and status. Next section involves relevant variables that were used in study about counterfeit products. These variables included price, past experience, product knowledge, social influence and risk. This section was developed based on past literature and previous developed scales.

On the literature basis, the scales used are already defined in previous researches. Moreover different items used in the scale are developed are taken from the work of Smith and Park's (1992), Spears and Singh (2004), Xuemei Bian. Some items are selected from exploratory factor analysis as well.

TABLE 1: SCALES OF STUDY

No.	Variable	Items
1	Purchase Intention	1.I would intend to buy counterfeit products 2.My willingness to buy counterfeit products is high 3.I am likely to purchase any counterfeit product 4.I have a high intention to buy counterfeit product
2	Price	1. Generally it is said "Higher the Price, Higher the Quality" 2.Counterfeit are not expensive 3.Price is a good indicator to measure the quality of counterfeit products 4.You always have to pay more for the best
3	Past Experience	1.Counterfeit products have the style, I like 2.Counterfeit products perform same function as original 3.Counterfeit products made me excited as original 4.Counterfeit products was precious for me 5.Counterfeit products was attracted to me 6.I am satisfied with the performance of counterfeit products
4	Product Knowledge	1.The material used in counterfeit products is good in quality 2.Counterfeit products are practical in performance as original 3.Counterfeit products are more user friendly 4.Counterfeit products are secure in usage 5.I am fully confident about counterfeit products as original
5	Social Influence	1.Before purchasing counterfeit products, it is important to know for me either it will make good impression to others 2.Before purchasing counterfeit products, it is importance for me to know that what other people think about such products 3. I feel discomfort if people around me and I am not looking good 4.I would like to be rich enough to buy anything that I want 5.I would be happier if I buy more counterfeit products within fewer prices and near to same quality as original 6.People pay much attention on materialism
6	Risk	1.Before buying counterfeit product, I like to be sure that it is good in quality 2.Whenever I buy counterfeit products, I prefer not to take risk 3.I don't like to feel uncertainty related to counterfeit products 4.There is high risk when I buy counterfeit products 5.There is high probability that counterfeit products will not perform well 6.Spending money with a counterfeit product might be a bad decision

4.3. PROCEDURES

The questionnaire was distributed among 200 respondents in different areas of Bahawalpur. These respondents are selected based on the standards overhead stated. Before giving the questionnaire, the objective of the study and questions were explained to the respondents so they can easily fill the questionnaires with relevant replies. A total of 165 questionnaires were selected and rest of the questionnaires was not included in the further analysis due to incomplete or invalid responses. After collecting the completed questionnaires, these questionnaires were coded and entered into SPSS sheet for further regression analysis.

4.4. RELIABILITY ANALYSIS

In our research overall Cronbach's alphas of all variables are additional than reasonable and proposed value 0.50 by Nunnally (1970) and 0.60 by Moss et al. (1998). This shows that all the 31 items were reliable and valid to measure the opinions of consumers towards Counterfeit Products.

TABLE 2: RELIABILITY OF MEASUREMENT INSTRUMENTS

Scales	Items	Cronbach Alpha
Purchase Intention	4	0.910
Price	4	0.681
Past Experience	6	0.846
Product Knowledge	5	0.827
Social Influence	6	0.703
Risk	6	0.652

5. RESULTS AND ANALYSIS

5.1. PROFILE OF RESPONDENTS

Demographic and delicate material such as gender, age, education, income and status are obtainable in the subsequent table (Table 3).

TABLE 3: PROFILE OF RESPONDENTS

Variable	Category	Frequency	Percentage
Gender	Male	88	58.7
	Female	62	41.3
Age (In Years)	Below 25	133	88.7
	25---35	13	8.7
	35---45	01	0.7
	45---55	01	0.7
	Above 55	02	1.3
Education	Matriculation	5	3.3
	Intermediate	17	11.3
	Graduation	75	50.0
	M.S/ PHD	38	25.3
	Master	15	10.0
Income (In Rupees)	Below 20,000	90	60.0
	20,000---30,000	21	14.0
	30,000---40,000	11	7.3
	40,000---50,000	07	4.7
	Above 50,000	21	14.0
Status	Student	126	84.0
	Employed	11	7.3
	Unemployed	03	2.0
	Businessperson	07	4.7
	Housewife	03	2.0

5.2. HYPOTHESIS TESTING

5.2.1. PRICE AND PURCHASE INTENTION OF COUNTERFEIT PRODUCTS

According to hypotheses there is negative relation between price and the purchase intention of counterfeit products. As per the results of this study there is no significance relationship between these two variables with (beta= -0.370) and (p>0.05). On the basis of following results we reject the H1.

5.2.2. PAST EXPERIENCE AND PURCHASE INTENTION OF COUNTERFEIT PRODUCTS

According to the study the hypotheses indicated the relationship between past experience and the purchase intention of counterfeit products. On the bases of results there is significant relationship between these two variables with (beta=0.457) and (p<0.01). It means that more than 45% change in purchase intention of counterfeits is due to the past experience of buyers. So the results of the study support H2.

5.2.3. PRODUCT KNOWLEDGE AND PURCHASE INTENTION OF COUNTERFEIT PRODUCTS

According the study the hypotheses indicates the relationship between product knowledge and the purchase intention of counterfeit products. On the basis of results there is a significant relationship between these variables with (beta=0.294) and (p<0.01). It means that more than 29% change in purchase intention of counterfeit product is due to product knowledge of buyers. So the results of this study support H3.

5.2.4. SOCIAL INFLUENCE AND PURCHASE INTENTION OF COUNTERFEIT PRODUCTS

According to the study the hypothesis shows the positive relationship between social influence and the purchase intention of counterfeit products. On the basis of results there is a significant relationship between these variables with (beta=0.115) and (p<0.01). This shows more than 11% change in purchase intention of counterfeit products is due to social influence. So the results support the H4.

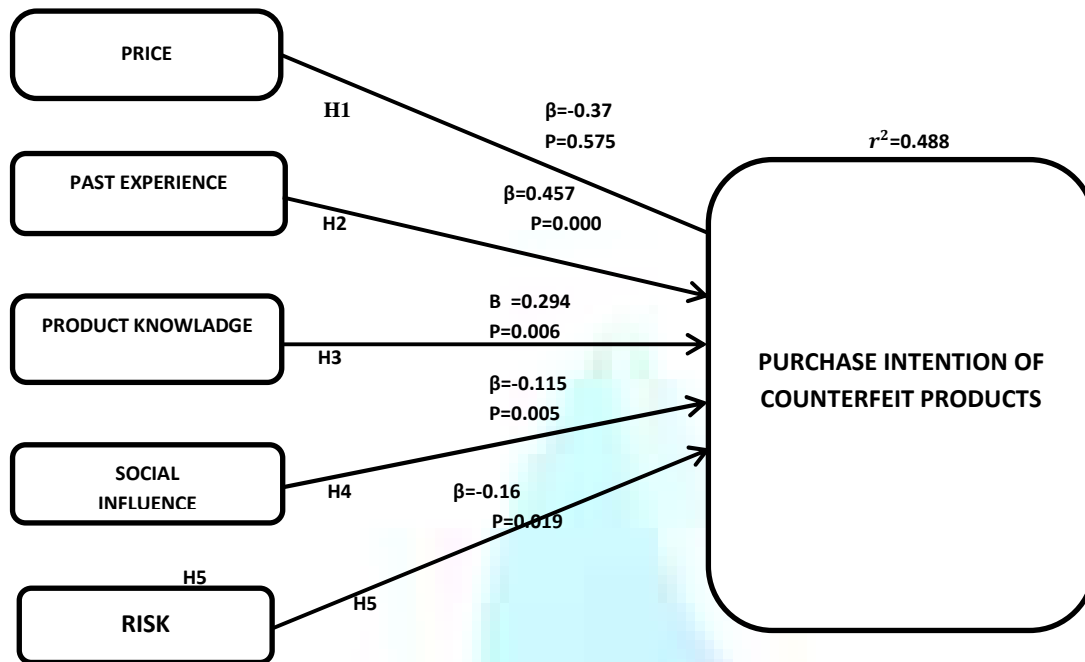
5.2.5. RISK AND PURCHASE INTENTION OF COUNTERFEIT PRODUCTS

According to the study there is negative relationship between risk and the purchase intention of counterfeit products. On the basis of results there is significant relationship between these two variables with (beta= -0.160) and (p<0.05). This shows the 16% change in the purchase intention of counterfeit products is due to the risk. So the results support H5. The regression analysis was conducted to show that how much purchase intention of counterfeit products is affected by the different factors. The results of regression analysis shows overall relationship between the purchase intention of counterfeit products and its variables with (adjusted R square=0.488) shows that more than 48% change in purchase intention of counterfeit products is due to these variables.

TABLE 4: REGRESSION RESULTS

Hypothesis	Model Variables		Estimate	S.E.	C.R.	P	Results
H1	Price	→ Purchase Intention	-0.370	0.104	-0.563	0.575	Not Supported
H2	Past Experience	→ Purchase Intention	0.457	0.143	4.328	0.000	Supported
H3	Produce Knowledge	→ Purchase Intention	0.294	0.136	2.810	0.006	Supported
H4	Social Influence	→ Purchase Intention	0.115	0.127	3.068	0.005	Supported
H5	Risk	→ Purchase Intention	-0.160	0.124	-3.229	0.019	Supported

FIGURE 1: STRUCTURAL MODEL RESULTS



6. DISCUSSION

The primary purpose was to know the purchase intention towards counterfeit products among consumers. It is of the worth to know that young and vibrant users are always ready to learn and know new things. Since marketers can take advantage of this fact, a major part of this research sample (more than 88%) comprises of respondents falling in age bracket below 25 years. This paper aimed to investigate the key indicators of consumer towards purchase intention towards counterfeit products. As the previous study and literature the consumer purchases counterfeit products to take price advantage over the high priced branded products. Here the results of the current study do not support. The reason may behind may be the availability of alternatives in markets which may stop the purchasing of counterfeits. The consumer may be brand and quality conscious that's why they consider low priced goods as low quality so that they may not in favor to purchase these counterfeit products.

The important point is that those consumers who already bought counterfeit product may sure more favorable intention when compare to those who don't have. This can be a real threat for the branded product because once the consumer experiment those counterfeit their favorable intention may lead to positive behavioral intention to purchase more counterfeit brands. Thus, the results of current study also supports that the past experience effects on consumer's purchase intention of counterfeit products. The results of the study provide support to the hypotheses that product knowledge positively influenced the purchase intention of counterfeit products. The evidence may be supported that the consumer with more knowledge about product may also know that they can achieve near to same quality as original in less price so that they show favorable intention to purchase counterfeit products. The positive relation of social influence on purchase intention of counterfeit products also supported by the results. According to Homburg et al. (2010) an individual's personality can be explained by outside environment. And if the environment promotes such consumption, the people living inside such environment show a favorable intention to purchase these counterfeit products. The negative relation between risk and the purchase intention of counterfeit products can be supported by the reason that there may be chances of defective performance of those products and consumers do not want to take such trial against the prices they have paid for purchasing such counterfeit products.

7. SUGGESTION

The current work may have some limitations which may provide a new path to future work. As it is sampled in a city which may not representative of general population. The sample size may also be increased for more valid results. More over different variables can be add for future study by searching. The moderators may also perform to construct consumer purchase intention towards counterfeit products. For instance if the consumer is more attached to the brand then he should be more worried about the purchase decision of brand.

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